Jetstar Airways Brand Guidelines

Version 1.1 - October 11, 2007

Disclaimer

Jetstar Airways
Level 1
473 Bourke Street
Melbourne VIC 3000

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Version control

Version	Changes	Date Effective
Version 1.0	Compiled central document	23 August 2007
Version 1.1	Updated copy and visual content	12 September 2007
Version 1.2	Updated copy and visual content	17 October 2007

All subsequent versions of this manual are to be noted in this section, and new copies distributed to those listed in Appendix B.

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Objectives

The objectives of this manual are the following:

- to provide an outline of the brand, and what it stands for
- to ensure everyone using the Jetstar brand has a clear understanding of the brand, and is able to re-inforce the principles that it stands for
- to ensure that there is a consistent understanding and use of the Jetstar brand by all licensees, other partners and other suppliers who may need to use elements of the Jetstar brand
- to protect the integrity of the Jetstar brand
- to be a practical guide to the use of the Jetstar brand
- to ensure the values of the Jetstar brand are realised in every market and business relationship where the Jetstar brand needs to be, or can be represented.

Forward from Geoff Dixon - CEO, Qantas Group

You can't pick up a business magazine, a newspaper or venture online today, without reading some commentary on brands and the power of brands in the 21st century.

Jetstar is a business founded on a few key principles, and one of those key principles is the importance of our brand in positioning us, our service and our product in a way that meaningfully delivers differentiation for us in the aviation market - one that is growingly complex and competitive in every market we serve. The Jetstar brand allows us to provide customers with a clear understanding of who we are, and what to expect from us.

That's why this document isn't just a set of rules to follow. They are steps to take that we call brand builders, that make it possible for us to ensure our brand goes from strength to strength in each and every country we operate.

We can only build our brand in the minds of our customers when we speak the same language in every market, touchpoint and customer moment, allowing everyone who speaks to us or travel with us a clear understanding of the promise we make.

A promise of vibrant, refreshing, and fun air travel at the lowest prices.

When we all speak the language of innovation, and customer service from the heart of one brand, our customers know instantly what we stand for, what we deliver and why Jetstar is one of the very best airlines in the world today.

Our challenge as a company is to let the world know that and to make sure that we communicate with one strong voice, wherever we are, celebrating all the facets of who we are. When we do this we will own "vibrant, refreshing, and fun air travel at the lowest prices" in the minds and hearts of our customers. We will build on our heritage and create profitable pathways to future success based on customer satisfaction driven by the brand. And we will deliver a product and service that truly succeeds for our customers, stakeholders and shareholders.

Join us on our journey!

Geoff Dixon
CEO, Qantas Group

About Jetstar

Jetstar was established in 2004 by the Qantas Group with the aim of making air travel more accessible for Australians. With an initial fleet of 14 Boeing 717s, Jetstar took to the skies on the 25th of May 2004 with a network of leisure routes around the east coast of Australia. From there, Jetstar in Australia has grown to have a network which covers a number of leisure destinations and now has a fleet of 23 Airbus A320s. Operating over 1000 flights a week in Australia alone, and carrying close to 10,000,000 passengers a year across its networks.

Our aim is to provide consistent low fares to Australian, New Zealand and Asian leisure travellers.

We started flying within Australia on the 25th of May, 2004 and within Asia just over six months later, offering customers a simple and fresh travel experience. Our bold and distinctive brand is indicative of the fresh and vibrant approach toward low cost travel in the region.

We take pride in keeping our fares to a minimum so customers can travel more often. This, coupled with a brand-new fleet, great destinations and friendly crew creates a comfortable and enjoyable travel experience, affordable to all.

Our strong association with Qantas ensures the highest standards of operational excellence, whilst delivering real savings to customers. There are many elements that set us apart from other airlines. The best way to discover them is to fly with us.

In late 2004 Jetstar's first international affiliate, Jetstar Asia, began flying from Singapore taking the Jetstar vision in to Southeast Asia. Jetstar Asia has been rebranded as Jetstar and now has a strong Southeast Asian route network helping bring the Jetstar brand in to the Asian market. This relationship and transitioning to one common brand, has allowed us to achieve a "greater than the sum of the parts" position in SE Asia, whereby our networks have been mutually leveraged to create greater market presence than the two partners could ever have achieved alone.

December 2005 saw the commencement of Jetstar's first small venture into international with the introduction of flights to New Zealand.

A major change occurred in 2006 when Jetstar International was launched. This saw Jetstar's brand footprint expand significantly to other parts of Asia, including Japan and the US (Hawaii). These services are flown using Airbus A330s which have StarClass and Economy seats on board with the aim of taking the low cost airline on longer flights. From late 2008, Jetstar will be among the first carriers in the world to receive the new Boeing 787 which will be used on long-haul routes and is expected to bring new levels of comfort to passengers while also reducing fuel burn and emissions. All at Jetstar's famous low fares.

Jetstar brand blueprint

4.1 BRAND VISION

The vision of the Jetstar brand is to be the lowest cost airline grouping in Australia and Asia to allow all Jetstar carriers to deliver consistently low fares.

The Jetstar brand as differentiated from our competitors on both pricing and service. A flight carrying the Jetstar brand should have some of the lowest fares available on the route it flies. This is backed up by a strong level of service which customers can come to expect from any flight operated by a Jetstar licensed carrier.

Market stimulation is also another key vision of the Jetstar brand. By offering the lowest fares available, Jetstar aims to enable more and more people to fly rather than relying on other forms of transport such as train or bus.

4.2 POSITIONING

Jetstar is an airline committed to making air travel accessible to all customers by providing the lowest fares with no hidden surprises. With a fresh and open approach to business focused on the customer, travelling with Jetstar is an enjoyable and refreshing experience.

4.3 COMPETITIVE SET

Our main competitors are those other airlines flying on the same routes as a Jetstar carrier, particularly other low cost airlines. We also see long distance train, bus and ferry services as a major competitor in our leisure travel market.

Jetstar brand blueprint

4.4 BRAND VALUES AND PERSONALITY

The Jetstar brand stands for:

Accessible low prices, Integrity, Inclusiveness, Competitiveness, People-focused (both staff and customers), Innovation

Personality traits of the Jetstar brand are that it is:

Fresh Refreshing, approachable fun and different brand
Straightforward Open, honest, no complications
Vibrant Youthful, energetic, positive and upbeat and open to new ideas
Exciting/inventive Pushing the boundaries, enthusiastic, smart, innovative and dynamic
Contemporary Modern, forward thinking, savvy
Confident Strong, bold, stand by principles
Open Respectful to staff and customers, honest, clear
Smart Clever, stylish and modern yet thoughtful.

The Jetstar brand is not:

Arrogant, Exclusive, Challenging, Aggressive, Cheap, Gimmicky, Trendy

What we deliver

Functional benefits

- More seats at lower prices
- Transparent pricing
- Simple booking process
- Easy, hassle free airport experience
- Buy on board inflight service
- Honest, fresh approach to superior customer service

Technical Benefits

- Low fares, simple fare structures
- Lowest cost structures
- Market leading innovation
- Market leading OTP
- New, modern, stylish fleet with extra comfortable, wide leather seats

4.5 TARGET MARKETS

The primary target market of Jetstar is the leisure travel market. This is broadly those people who are travelling for holidays and also those visiting friends and relatives. Such passengers are likely to be more price sensitive and will therefore rely on the Jetstar brand's reputation for delivering consistently low fares.

Jetstar's secondary market is the budget conscious business traveller. These may include small business owners, and others who travel more frequently than leisure passengers but may not want or need the services of a full service carrier.

The major geographic segments which Jetstar has targeted are those linked by the current route network. Key geographies include:

- Australia
- New Zealand
- Singapore
- Thailand
- USA (Hawaii)
- Vietnam
- Indonesia
- Malaysia
- Japan

Jetstar brandmark

Picture 3.1 - Jetstar Logo

Picture 3.1.1 - Jetstar Logo for use intra asia

Picture 3.2 - Web logo

5.1 LOGOS

The Jetstar logo is as shown in *Picture 3.1*

The brand comprises of the word ‘Jet’, which is in 100% black and is a customised typeface. The star is coloured in Pantone Orange 172c. This should always be in GIF format and never altered or re-created in another form.

Picture 3.1.1 Shows a variation of the Jetstar Logo for use in Asia, outside Australia. The only variation is the use of the word ‘Jetstar’ in place of ‘Jet’. All other elements remain the same.

The Jetstar web logo is separate to the website but often included with the Jetstar brandmark. It is shown in *Picture 3.2*

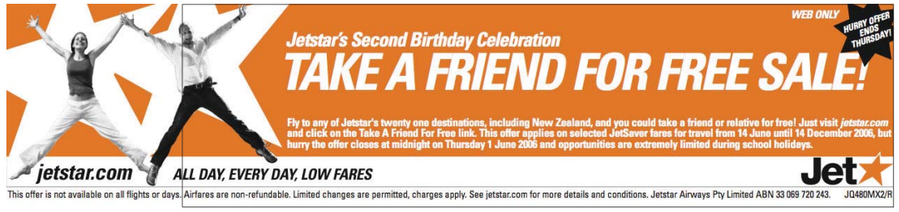
The web logo is to never be re-created in another form different to the original file. Its colouring palette is Black, Pantone 172c and Pantone 431c. The web logo is to be used in any advertising which has a call to action to book through Jetstar.com.

The Jetstar name is one word and always has a capital J, even when used mid-sentence. It should never be written as ‘JetStar’, ‘Jet Star’ or ‘Jet*’. The name should also never be spelt in all capitals. The Jetstar name should not be shortened or changed in any way.

Wherever the brand appears it should be accompanied by the airline’s tag line - **all day, every day, low fares.**

Some acceptable applications of the tag line are shown on the following page:

Jetstar brandmark


WEB ONLY
HURRY OFFER ENDS THURSDAY!
Jetstar's Second Birthday Celebration
TAKE A FRIEND FOR FREE SALE!
Fly to any of Jetstar's twenty one destinations, including New Zealand, and you could take a friend or relative for free! Just visit jetstar.com and click on the Take A Friend For Free link. This offer applies on selected JetSaver fares for travel from 14 June until 14 December 2006, but hurry the offer closes at midnight on Thursday 1 June 2006 and opportunities are extremely limited during school holidays.
jetstar.com
ALL DAY, EVERY DAY, LOW FARES
Jet
This offer is not available on all flights or days. Airfares are non-refundable. Limited changes are permitted, charges apply. See jetstar.com for more details and conditions. Jetstar Airways Pty Limited ABN 33 069 720 243. JQ480MX2/R

3.1 - Logo application

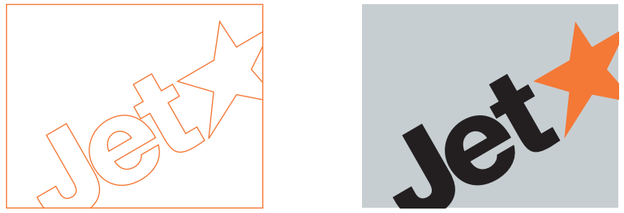
3.1 - Logo application

5.2 BRANDMARK PLACEMENT

The favoured placement of the brandmark for signage and other notices is on a 30° angle, with part of the J and the last part of the star cropped out. This is shown in *Picture 3.3*

Jetstar brandmark

Picture 3.3 - Appropriate logo placement



Picture 3.3 - Appropriate logo placement

5.2 BRANDMARK PLACEMENT

The favoured placement of the brandmark for signage and other notices is on a 30° angle, with part of the J and the last part of the star cropped out. This is shown in *Picture 3.3*

The logo must never be tilted at any other angle or have different cropping style. The logo should
also never be distorted when it is being presented on the tilt. No more than any two corners of the star should ever be cropped in an execution - ie 1 or 2 corners is acceptable, 3 or more are not - so that the star is clearly visible and discernible in all executions.

Logo **must** be tilted for:

- Signage
- Presentations
- Some print applications

Logo **must not** be tilted when used on:

- Uniforms
- Forms
- Baggage tags

Jetstar corporate colours

Table 3.1 - Jetstar Corporate Colours Guide

Pantone *(print)*

Jetstar Mandarin	Jetstar Carbon	Jetstar Titanium	Jetstar Silver	Jetstar Snow	Jetstar Titanium (Metallic Ink)
PANTONE 172 C	PROCESS K	PANTONE 431 C	PANTONE 428 C	WHITE	PANTONE 8400 C Metallic

4 colour process *(print)*

JETSTAR MANDARIN	JETSTAR CARBON	JETSTAR TITANIUM	JETSTAR SILVER	JETSTAR SNOW
C M Y K	C M Y K	C M Y K	C M Y K	WHITE
0 66 88 0	0 0 0 100	0 0 0 60	0 0 0 20	

Spot colour *(newsprint)*

JETSTAR MANDARIN
C M Y K
0 50 100 0

Online *(bin hex RGB)*

FF5115	FF5815	FF5815	FF7F31	FF5815	000000
255.81.21	254.81.21	255.111.24	255.127.49	255.141.70	0.0 0
333333	525759	666666	B2B2B2	EEEEEE	0091F2
51.51.51	82.87.89	102.102.102	178.178.178	238.238.238	0.145.242

5.3 JETSTAR COLOURS

Jetstar's corporate colours are Jetstar Mandarin (Pantone 172c), Jetstar Titanium (PMS 431c), Black and White. These colours must always be used whenever the brand mark is present and under no circumstances should another colour be substituted for these colours.

The colours for print and online usage are shown in *Table 3.1*

Correct colour usage

White

PMS 172C

Black

PMS 172C

PMS 431C or 60% K

PMS 428 or 20% K

PMS 431C or 60% K

PMS 428 or 20% K

Picture 3.4 - Examples of correct colour usage with logo

CORRECT COLOUR USAGE

It is important that the colours in the logo are used appropriately. Some examples of correct usage are shown in *Picture 3.4*

Other logo usage and placement

Picture 3.5 - Examples of embossing and embellishments

Picture 3.6 - Usage on photos

5.4 OTHER LOGO USAGE & PLACEMENT

The logo may be embossed or embellished, as shown in *Picture 3.4.* This may only be done where there is a single tone embellishment.

The logo may also be used in photographic images but must be assessed on a case by case basis. Dense images may permit reversing the logo out, whereas lighter images should use the master black and orange logo. Examples of these uses are shown in *Picture 3.6*

Correct brandmark usage

Picture 3.4 - Examples of incorrect brand mark usage with logo

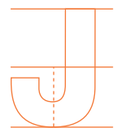
5.5 INCORRECT BRANDMARK USAGE

Please refer to *Table 3.4* for examples of incorrect usage of the brandmark.

Brandmark clearance and co-branding

Picture 3.5 - Brandmark clearance border

Half cap J



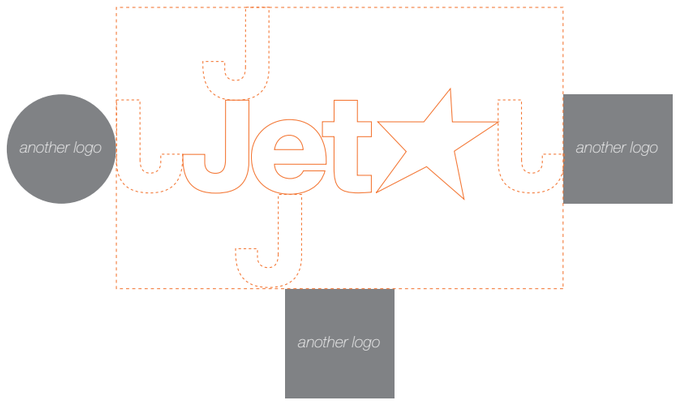
5.6 BRANDMARK CLEARANCE AND CO-BRANDING

The Jetstar brand must stand on its own and not be crowded out by other graphics, typography or any other illustration when used. The correct clearance is a half the size of the capital 'J' in the logo. This is demonstrated in *Picture 3.5*. This clearance area must be consistently used all around the logo.

There is also a clearance space required for use with other corporate logos. The minimum requirement is a full J cap clearance around the logo. This is demonstrated in *Picture 3.6.*

All uses of the Jetstar brand with another corporate logo must be approved by the Licensor before publishing.

Full cap J clearance all around



Picture 3.6 - Correct logo clearance when co-branding

Font

Use	Font	Examples
Headings	Helvetica Neue Bold	**ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 123456789**
Body text	Helvetica Neue Thin	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 123456789

Table 3.5 - Examples of Helvetica Neue font usage

5.7 FONT

Helvetica Neue is the corporate font for Jetstar. This is used on all advertising and any internal posters which may bear the Jetstar logo and colours. Generally, Helvetica Neue Bold is to be used for headings while body text should be in Helvetica Neue Thin. Samples of these fonts are shown in *Table 2.5* and other samples are available in the Advertising Templates and Examples section of this manual.

Advertising guidelines and templates

MELBOURNE
Happiness is
Melbourne
THB 4,400*
Sale is on now until 12pm, 8 June 2007, for travel between 24 July and 12 December 2007 (excluding 14 September to 15 October 2007).
To book, visit Jetstar.com, call 0-2267-5125 or visit your travel agent.
One way fare from Bangkok. Surcharges, fees and taxes of THB 3,641 not included.
Jetstar
jetstar.com ALL DAY, EVERY DAY, LOW FARES
Luna Park

Destination/location images occupies 3/4 width of space and bleeds top, left and bottom

Destination/location and price always dominant and not to exceed width of picture

Flight details always appears alongside price

9pt Helvetica Neue 55 Roman

7pt Helvetica Neue 55 Roman

Orange panel only bleeds on the right hand side and centres in vertical space

Placed artwork

Jetstar logo always appears horizontal and placed on right hand side and base of the orange panel with edges sitting on border

This example uses:
Happiness is - 40pt Helvetica Neue 86 Heavy Italic
Destination - 70pt Helvetica Neue 86 Heavy Italic
Price - 124pt Helvetica Neue 86 Heavy Italic

Print and outdoor media templates

6.1 PRINT MEDIA

To follow are the key basic guidelines related to the visual treatment of the Jetstar brand in print and outdoor media.

These should be applied in keeping with the logo and brandmark guidelines above.

STRIP AD

Layout proportions, ratios and typographical hierachy

Advertising guidelines and templates

Destination/location image occupies a little more than half the available space

Destination/location and price always dominant and not to exceed width of picture

Placed artwork

Jetstar logo always appears horizontal and placed on right hand side and base of the orange panel with edges sitting on a border

This example uses:
Happines is - 42pt Helvetica Neue 86 Heavy Italic
Destination - 134pt Helvetica Neue 86 Heavy Italic
Price - 118pt Helvetica Neue 86 Heavy Italic

FULL PAGE VERSION 1 PRESS AD

Layout proportions and ratios

Advertising guidelines and templates

FULL PAGE VERSION 2 PRESS AD

Layout proportions and ratios

Happiness is
Sydney
RM 88*
Jump on board a new Jetstar flight.
To book, visit Jetstar.com or call 1800 813 090
Jetstar
jetstar.com ALL DAY, EVERY DAY, LOW FARES

Destination/location image occupies a little more than half the available space

Destination/location and price always dominant and not to exceed width of picture

Flight details always appears alongside price

This example uses:
Happiness is - 50pt Helvetica Neue 86 Heavy Italic
Destination - 112pt Helvetica Neue 86 Heavy Italic
Price - 180pt Helvetica Neue 86 Heavy Italic

***Flight details** - 6pt Helvetica Neue 66 Light Italic*
Subhead - 22pt Helvetica Neue 86 Heavy Italic
Copy- 9.5pt Helvetica Neue 55 Roman
Call to action - 14pt Helvetica Neue 55 Roman,
URL and telephone number 75 Bold

Placed artwork

Jetstar logo always appears horizontal and placed on right hand side and base of the orange panel with edges sitting on border

Advertising guidelines and templates

Thailand to Melbourne
strip ad - Thai language

MELBOURNE
VICTORIA AUSTRALIA
Happiness is
Melbourne
Sale is on now until 12pm, 8 June 2007, for travel between 24 July and 12 December 2007 (excluding 14 September to 15 October 2007).
To book, visit Jetstar.com, call 0-2267-5125 or visit your travel agent.
One way fare from Bangkok. Surcharges, fees and taxes of THB 3,641 not included.
THB 4,400*
Jetstar
jetstar.com ALL DAY, EVERY DAY, LOW FARES
Luna Park

*These fares are subject to availability and are not available on all flights. Airfares are non-refundable. Fares are only available on flights to Australia. Limited changes are permitted, charges apply. Ask your travel agent for full details and conditions. Jetstar Airways Pty Ltd (Australia) ABN 33 069 720 243

Thailand to Melbourne
strip ad - English language

EXAMPLE LAYOUTS

Strip ad - press - Thailand

Advertising guidelines and templates

PROMOTIONAL ADAPTATIONS

‘Price Guarantee’ Campaign

If you find a lower fare,
we'll double the difference!
How Jetstar's Double The Difference Voucher Offer Works
If you find a published internet airfare on another airline that is lower than the lowest available JetSaver fare on jetstar.com, for a direct flight on the same route at a comparable time, and you purchase the JetSaver fare through our call centre, we will email you a Jetstar voucher for double the difference, provided the lower fare is available when you call to book.
For more details visit Jetstar.com
Compare Try to find a lower internet fare, on the same route, at the same time and on the same day as an available JetSaver fare. Good luck!
Call Call us on [insert call centre number] and tell us where you found the lower fare. It must be for a flight scheduled to depart and arrive at the same airports, within 1 hour of our flight.
Book Buy the higher priced JetSaver fare via [insert call centre number] (there will be no telephone booking charge but additional amounts apply for card payments).
Receive We'll email you a Jetstar voucher for double the difference.
Jetstar
jetstar.com ALL DAY, EVERY DAY, LOW FARES

MELBOURNE
VICTORIA AUSTRALIA
Luna Park
take a
friend for free sale!
Fly to any of Jetstar's destinations and you could take a friend or relative for free!
Just visit jetstar.com and click on the Take A Friend For Free link. This offer applies on selected JetSaver fares for travel from 14 June until 14 December 2007, but hurry the offer closes at midnight on Thursday 1 June 2007.
To book, visit Jetstar.com, call XXX-XXX-XXX or visit your travel agent.
Jetstar
jetstar.com ALL DAY, EVERY DAY, LOW FARES

This offer is not available on all flights or days. Airfares are non-refundable. Limited changes are permitted, charges apply. See jetstar.com for more details and conditions. Jetstar Airways Pty Ltd (Australia) ABN 33 069 720 243.

‘Take a Friend’ Campaign

Advertising guidelines and templates

jetstar.com
BALI
$449
For travel 30 October to 15 December 2007
These fares are not available on all flights or dates. Conditions apply.

6.2 TELEVISION APPLICATIONS

As for the applications shown, Jetstar's colour is a key visual and differentiating property. Certain key guidelines should be followed:

Orange screens with white out supers should be used to reinforce key script points throughout any TVC:

Throughout any TVC the jetstar.com url must be delayed for at least 60% of the total ad length - for example 18 seconds of a 30 second TVC.

The url should be at least 25% of the total visual image area.

The end frame should feature all three core elements of the visual identity:

- Logo
- Tagline
- URL

INSERT EXAMPLES

The Jetstar thememark music should be used in all applications.

Advertising guidelines and templates

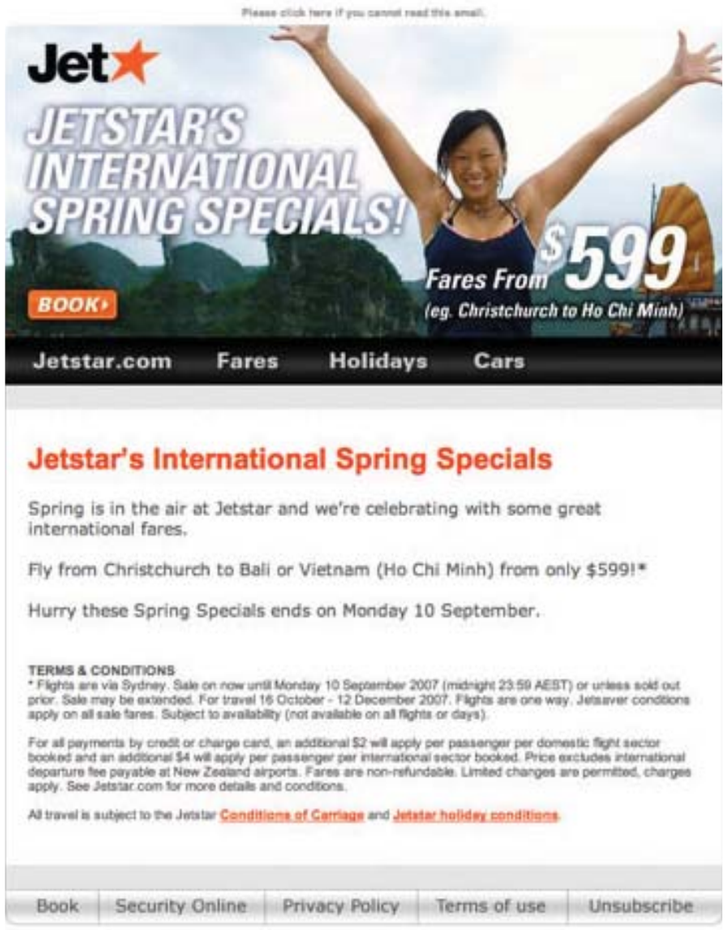
6.3 ONLINE EXAMPLES

For run of site 3rd party advertising, the standard brand guidelines apply.

For warm database edms and website promotions the following adaptations of the key colour ways are also acceptable:

HOMEPAGE BANNERS

Advertising guidelines and templates

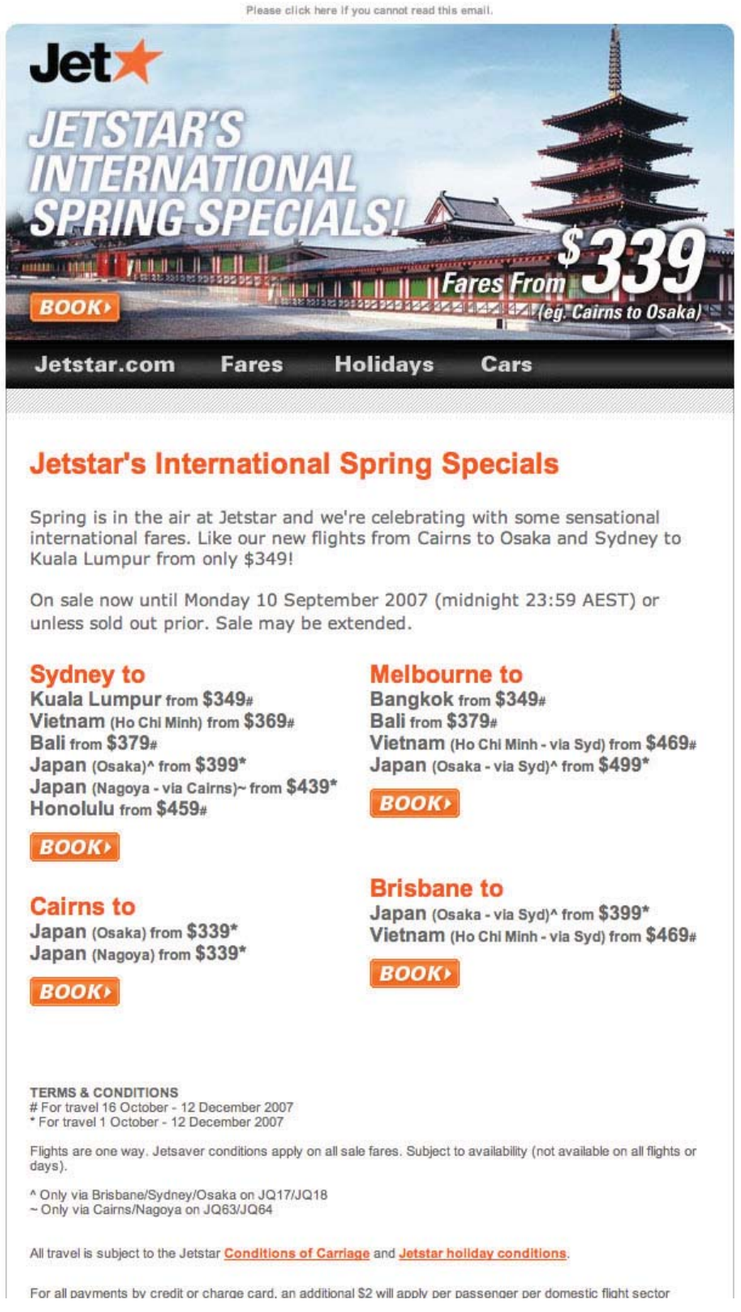

Please click here if you cannot read this email.
Jetstar
JETSTAR'S INTERNATIONAL SPRING SPECIALS!
Fares From $599
(eg. Christchurch to Ho Chi Minh)
BOOK
Jetstar.com
Fares
Holidays
Cars
Jetstar's International Spring Specials
Spring is in the air at Jetstar and we're celebrating with some great international fares.
Fly from Christchurch to Bali or Vietnam (Ho Chi Minh) from only $599!*
Hurry these Spring Specials ends on Monday 10 September.
TERMS & CONDITIONS
* Flights are via Sydney. Sale on now until Monday 10 September 2007 (midnight 23:59 AEST) or unless sold out prior. Sale may be extended. For travel 16 October - 12 December 2007. Flights are one way. Jetsaver conditions apply on all sale fares. Subject to availability (not available on all flights or days).
For all payments by credit or charge card, an additional $2 will apply per passenger per domestic flight sector booked and an additional $4 will apply per passenger per international sector booked. Price excludes international departure fee payable at New Zealand airports. Fares are non-refundable. Limited changes are permitted, charges apply. See Jetstar.com for more details and conditions.
All travel is subject to the Jetstar Conditions of Carriage and Jetstar holiday conditions.
Book
Security Online
Privacy Policy
Terms of use
Unsubscribe
Jetstar Airways Pty Limited ABN 33 069 720 243
Licence No: VIC 32696

EMAIL TEMPLATES

Wherever possible every Jetstar creative treatment whether electronic, static or moving image should strive to include people to reinforce the approachability, friendliness and people focus of the airline.

Advertising guidelines and templates

EMAIL TEMPLATES



Please click here if you cannot read this email.

Jetstar

JETSTAR'S INTERNATIONAL SPRING SPECIALS!

Fares From $339 (eg. Cairns to Osaka)

BOOK

Jetstar.com Fares Holidays Cars

Jetstar's International Spring Specials

Spring is in the air at Jetstar and we're celebrating with some sensational international fares. Like our new flights from Cairns to Osaka and Sydney to Kuala Lumpur from only $349!

On sale now until Monday 10 September 2007 (midnight 23:59 AEST) or unless sold out prior. Sale may be extended.

Sydney to
Kuala Lumpur from **$349#**
Vietnam (Ho Chi Minh) from **$369#**
Bali from **$379#**
Japan (Osaka)^ from **$399***
Japan (Nagoya - via Cairns)~ from **$439***
Honolulu from **$459#**

BOOK

Melbourne to
Bangkok from **$349#**
Bali from **$379#**
Vietnam (Ho Chi Minh - via Syd) from **$469#**
Japan (Osaka - via Syd)^ from **$499***

BOOK

Cairns to
Japan (Osaka) from **$339***
Japan (Nagoya) from **$339***

BOOK

Brisbane to
Japan (Osaka - via Syd)^ from **$399***
Vietnam (Ho Chi Minh - via Syd) from **$469#**

BOOK

TERMS & CONDITIONS
For travel 16 October - 12 December 2007
* For travel 1 October - 12 December 2007

Flights are one way. Jetsaver conditions apply on all sale fares. Subject to availability (not available on all flights or days).

^ Only via Brisbane/Sydney/Osaka on JQ17/JQ18
~ Only via Cairns/Nagoya on JQ63/JQ64

All travel is subject to the Jetstar Conditions of Carriage and Jetstar holiday conditions.

For all payments by credit or charge card, an additional $2 will apply per passenger per domestic flight sector

6.4 RADIO EXAMPLES

The Jetstar thememark music should be used in all applications.
Jetstar.com shall be the sole call to action.

Livery design and application

Aircraft livery

7.1 AIRCRAFT LIVERY SPECIFICATIONS

All aircraft shall bear the primary Jetstar livery.

Minor adaptations may be permissible subject to agreement by Jetstar, the licensor.

Current livery - this is the current aircraft livery, which can be continue to be used.

All new aircraft commissioned, should be with the updated livery shown below:

Livery design and application

Transitional livery

7.1 AIRCRAFT LIVERY SPECIFICATIONS

Transitional Livery

Subject to specific variation - agreed in writing between the Licensor and the Licensee, a transitional launch livery - to move from an old brand to the Jetstar brand, as shown below, is permissible:

The exact livery and duration of the transitional livery is subject to agreement in writing from the Licensor.

Livery design and application

Internal aircraft branding

7.2 INTERNAL AIRCRAFT BRANDING

All aircraft should bear the distinctively clean, and bright aircraft interiors, with Jetstar's famously comfortable leather seats.

Uniform design and application

Female jackets

Male jackets

8.1 FLIGHT ATTENDANT UNIFORM DESIGN

All uniforms should exactly match the primary uniform design.

Uniform design and application

Male tops

Female tops

8.1 FLIGHT ATTENDANT UNIFORM DESIGN

All uniforms should exactly match the primary uniform design.

Service style

9. SERVICE STYLE

Service at all customer touchpoints from call centre to check in, cabin crew to customer service should reflect and enhance the basic premise of the Jetstar brand, by at all times reinforcing the key values inherent to Jetstar:

Fresh
Straightforward
Fun
People focussed
And contemporary

Promotional mechanics

10. PROMOTIONAL MECHANICS

Common customer experiences are key to consistency of customer experience across the Jetstar network. Some examples of marketing programmes that impact customer experience are:

- Price Guarantee
- StarKids
- Carbon offsets
- Inflight Magazine

Jetstar Price Guarantee

Description

The price guarantee is a marketing program which is designed to support our messaging as the leading low fares airline in the Asian region. The basic premise is that if a passenger finds a competitor's fare lower than a Jetsaver fare that they will receive double the difference between the fares if they purchase the Jetsaver fare. This is given in a voucher which can be used for future travel only on Jetstar.

Principally the program is run to reinforce, tangibly, Jetstar's position as the leading low fares carrier in each market it serves.

Objectives

Maintains market exposure as low-fares leader
Build customer perception and preference for Jetstar
Drives future travel

Mechanics/requirements

Passengers must have proof of lower fare available within 1 hour of Jetstar departure
Claims call centre driven for controllership
Automated system for delivering vouchers
Web/call centre for redeeming vouchers

Promotional mechanics

10. PROMOTIONAL MECHANICS

Starkids

Description

StarKids is a strategic partnership Jetstar has with World Vision. This is a program which is focused on collecting money which goes to support World Vision's child support and poverty reduction programs in Southeast Asia, with a focus on those countries which Jetstar currently flies to. This is both an internal and an external marketing program, with both passengers and staff encouraged to donate and be involved with StarKids programs.

The objectives of StarKids are linked with engaging the Jetstar brand with World Vision's focus on poverty reduction. This is aimed at differentiating the Jetstar brand in such a way as to build brand loyalty and also awareness of some of the destinations Jetstar flies to, including Vietnam. There is also the mutual goal of expanding the reach of both the World Vision and Jetstar brands.

Objectives

- Gives wider exposure to the brand and links with philanthropic projects
- Gives back to children in some of the countries JQ flies to
- Commercial alignment and arrangements with one of the world's largest NGOs.
- Mechanics/requirements
- Pay roll giving allowing staff to make donations to StarKids
- Collect on board methods require procedures for collections and banking of funds

Promotional mechanics

Carbon Offsets
Description
An opt-in, customer carbon offset scheme where passengers may pay to have the CO2 emissions created by their travel offset by funding carbon abatement projects. The offer is embedded in the booking process to increase customer uptake and simplify the customer process.

Objectives
- Deliver against corporate social responsibility mandate
- Improve brand perceptions
- Increases the choice available to passengers, including those who are environmentally conscious
- Mechanics/requirements
- Web interface within booking system to give the option to pay for offset
- Accreditation by the appropriate regulators, which involves an Emissions Life Cycle Assessment
- Establishment of an appropriate structure to hold the funds generated and to manage the spend on abatement projects

Monthly Inflight Magazine - Jetstar
Description
Complimentary inflight magazine with feature articles, advertising and information
Objectives
Improves inflight customer experience
Delivers revenue stream
Provides key brand and product messages and reinforcement for the customer
Mechanics/requirements
Publishing resource in house
Contract arrangement with magazine publisher

Appendix A - Glossary of definitions

Appendix A - Glossary of Definitions

Ancillary Business means a business which is not directly related to the transport of passengers yet may be operated by the Licensee

Licensee means a corporation which is licensed to carry out business under the terms of a Business License Agreement from Jetstar

Licensor means the corporation which has granted license for this manual.

Jetstar means Jetstar Airways Pty Limited

Jetstar Group means an associated Body Corporate of Jetstar, including other companies within the Qantas Group.

Appendix B - Change procedure for brand guidelines

Appendix B - Distribution List
Any amendments to this manual must be distributed to the following parties:

For Jetstar Airways:
Mr Alan Joyce, CEO
Mr Bruce Buchanan, GGM Commercial
Mr Vincent Hodder, GM Strategy & Commercial Projects
Mr David May, GM Marketing & Public Relations

For Pacific Airlines:
Mr Nam, CEO

For Jetstar Asia:
Ms Chong Phit-Lian, CEO

Copies of this manual must be made available at the Head Offices of the Licensor and all Licensees.